



# CONTINUING CHALLENGE GRANT PROGRAM

## PURPOSE OF THE PROGRAM

The City of Gunnison Continuing Challenge Grant program allows grant recipients in the Challenge Grant Program to apply for continued funding beyond the three-year maximum. The Challenge Grant program was created in 1992. It supports non-profit organizations and local, state and federal agencies in special events and other promotions which will attract visitors to the area and encourage them to stay and spend.

The City of Gunnison recognizes that supporting certain major, continuing events are critical to fostering positive community development, celebrating heritage, arts and culture, and enriching quality of life for residents.

This program functions as an important tool for economic and tourism development.

## SUBMISSION OF APPLICATION

When completing the application, be certain to provide answers with the review criteria in mind.

The Completed Application should be submitted to:

Electronic Submittal:
Adobe PDF Format <a href="mailto:mspain@GunnisonCO.gov">mspain@GunnisonCO.gov</a> or <a href="mailto:aruggera@GunnisonCO.gov">aruggera@GunnisonCO.gov</a>
Mailed Submittal:
City of Gunnison Community Development PO Box 239 201 W. Virginia Ave. Gunnison, CO 81230

In contrast with the regular Challenge Grant Program, applications for the Continuing Challenge Grant Program are only accepted once per year to ensure applications appropriately prioritized for funding and to align with the budget process.

**Applications must be received by October 31** to receive funding consideration for the following budget year.

## AWARDING FUNDS

If the project meets the program criteria and funding is available, the Community Development Department will forward the application to the City Council for funding consideration. A short presentation to the City Council will be required, during which the applicant must demonstrate how the proposed event or service will increase tourism and the attendant sales tax revenue to the City of Gunnison. If approved by the City Council, a contract between the City and the applicant is prepared. The City will issue payment within thirty days of receiving a fully executed agreement.

## ELIGIBLE APPLICANTS

Non-profit organizations as well as local, state, and federal agencies may apply for funding. Private businesses may apply through a local non-profit or governmental agency which will serve as the sponsor and administrative unit for managing the contract with the City.

Applicants must have managed the event or service for three years prior to becoming eligible for the Continuing Challenge Grant Program.

Eligible applicants are listed below:

- Business/Tourism Support Organizations
- Cultural/Historical Organizations
- Health/Human Service Organizations
- Social/Fraternal Clubs and Organizations
- Educational Agencies and Organizations

#### CONTRACT PROVISIONS & ACCOUNTABILITY

All applicants must agree to execute a contract with the City for the grant funds. **There are very few requirements in the contract, but they must be met or the applicant may be required to return the grant money. Failure to meet the contract also may jeopardize an applicant's ability to secure grants in future years.** All final reports are due within 45 days of the event or project in accordance with the provisions of the contract. Those contract requirements include, but are not limited to:

- A. A detailed financial report of revenues and expenditures, showing demographics of ticket sales;
- B. Evidence of any required advertising and publication of the City's byline and/or logo.

#### PROJECT REVIEW CRITERIA

All projects are reviewed against the following criteria by the City Council.

- A. Project goals must include an expectation to increase the City's sales tax base.
- B. The project application must demonstrate that Continuing Challenge Grant funds are necessary in order to successfully execute the event.

C. Budgets for Continuing Challenge Grant applications must identify profit from events as a reinvestment for the event the following year. Funds shall not be used for wages, salaries, or administrative costs.

D. Projects must include coordination and cooperation with other community organizations.

E. Projects must demonstrate a high degree of commitment, through cash or in-kind contributions, by the applicant and those partners identified above.

F. Applications must clearly define the lines of responsibility for, and oversight of, the project.

### *For More Information*

Contact the Community Development Department of the City of Gunnison, Colorado. Our telephone number is (970) 641-8090. Our fax number is (970) 641-8051. Contact us by e-mail at:

[mspan@GunnisonCO.gov](mailto:mspan@GunnisonCO.gov) or

[aruggera@GunnisonCO.gov](mailto:aruggera@GunnisonCO.gov)



# CONTINUING CHALLENGE GRANT APPLICATION

## APPLICANT INFORMATION

Organization Name:					
Address 1:					
Address 2:					
City:		State:		Zip Code:	
Telephone Number:		Fax Number:			
Email Address:					
Contact Person(s):					

New Application:	<input type="checkbox"/>	Renewal Application:	<input type="checkbox"/>	Amount Requested:	
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## PROPOSAL INFORMATION

1. Event or Service:			
2. Date of Event:		3. Number of years funded by the City:	
4. Provide a brief description of the event or service:			

<p><b>5. Who is the targeted audience? If the project is an event, estimate the number of participants it will attract.</b></p>
<p><b>6. How will the event or service produce increased sales tax revenues for the City and its residents?</b></p>
<p><b>7. Describe the cooperation between the applicant and other organizations within the community such as Western State Colorado University, service clubs, community groups, etc.</b></p>
<p><b>8. Explain how the project will be funded in the future, if it is an annual event.</b></p>
<p><b>9. List other sources of funding which have been approached. Describe the status of those requests (decision pending, grant awarded).</b></p>
<p><b>10. Describe how the City funds will be used. Funds shall not be used for wages, salaries, or administrative costs.</b></p>
<p><b>11. Describe the plan for advertising and promotion of the project, if it is an event. Include a description of any technical assistance that has been solicited to ensure that the marketing of the proposed event will be as successful as possible. Attach any promotional materials that have already been prepared.</b></p>

12. Has the Gunnison Country Chamber of Commerce been notified about this event? Have you placed the event on the Gunnison-Crested Butte Community Calendar? (<https://gunnisoncrestedbutte.com/submit-an-event/>) Are there any other events planned for the same date that you are aware of?

Year	Funding received from the City	# of participants from the City and County	# of participants from outside the County	Total # of participants
2015				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2014				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2013				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated

#### CERTIFICATION

I hereby attest that the information provided in this application is accurate as of the date of submission.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## SAMPLE BUDGET

<b>Revenue:</b>		<b>Expenses:</b>	
<b>Entry Fees:</b>		<b>Staffing:</b>	
Covercharge @ Party	\$350.00	Director	<u>\$700.00</u>
10 Kayak Rodeo (Individuals) @ \$25.00	\$250.00	<b>Total</b>	<b>\$700.00</b>
10 Kayak Rodeo (Individuals w/o T-Shirts) @ \$15.	\$150.00	<b>Goods and Materials:</b>	
12 Rafts @ \$100.00	<u>\$1,200.00</u>	Prizes and Awards	\$1,500.00
<b>Total</b>	<b>\$1,950.00</b>	T-Shirts for Volunteers (40)	\$250.00
<b>In-Kind Services: Donated</b>		Food & Beverage Supplies (plates, silverware)	<u>\$100.00</u>
Port-O-Johns	\$400.00	<b>Total</b>	<b>\$1,850.00</b>
Raft Gear Rental (Whitewater Rafting)	\$2,475.00	<b>Advertising/Publicity:</b>	
First Aid and Hydration Station	\$100.00	Crested Butte News (2 Ads)	\$90.00
Celebration Dinner	\$150.00	Montrose Daily Press (2 Ads)	\$256.00
Sound System (JR's Rental)	\$200.00	Buena Vista/Salida Mountain Mail (2 Ads)	\$270.00
Multi-Purpose Building Rental (County)	\$50.00	Pueblo View ( 2 Ads)	<u>\$208.00</u>
Entertainment (Local Bands for 4 hours)	\$400.00	<b>Total</b>	<b>\$824.00</b>
Safe Ride	\$1,000.00	<b>Services:</b>	
Posters	\$1,100.00	Liquor License (\$25 to City, \$25 to CO DOR)	\$50.00
Generator Rental (JR's Rental)	<u>\$150.00</u>	Headliner Band	\$1,000.00
<b>Total</b>	<b>\$6,025.00</b>	American Canoe Assoc (Insurance)	\$45.00
<b>In-Kind Services: City</b>		Insurance per contestant	<u>\$350.00</u>
Barriers, trash bags, gloves, etc. (City of Gunnison)	<u>\$200.00</u>	<b>Total</b>	<b>\$1,445.00</b>
<b>Total</b>	<b>\$200.00</b>	<b>In-Kind Services: Donated</b>	
<b>Grants/Cash Donations:</b>		Port-O-Johns	\$400.00
City Market (Gift Card)	\$50.00	Raft Gear Rental	\$2,475.00
City of Gunnison (Grant)	\$1,500.00	First Aid and Hydration Station	\$100.00
Gunnison County (Grant)	<u>\$1,500.00</u>	Celebration Dinner	\$150.00
<b>Total</b>	<b>\$3,050.00</b>	Sound System	\$200.00
<b>Total Revenue:</b>	<b>\$11,225.00</b>	Multi-Purpose Building Rental	\$50.00
Includes Entry Fees, In-Kind, and Grants/Cash		Entertainment (Local Bands)	\$400.00
		Safe Ride	\$1,000.00
		Posters	\$1,100.00
		Generator Rental	<u>\$150.00</u>
		<b>Total</b>	<b>\$6,025.00</b>
		<b>In-Kind Services: City</b>	
		Green Team Materials (trash bags, gloves, etc)	<u>\$200.00</u>
		<b>Total</b>	<b>\$200.00</b>
		<b>Total Expenses:</b>	<b>\$11,044.00</b>
		<b>Revenue over/under expenses:</b>	<b>\$181.00</b>